

the daily Collegian

alumni edition

Friday, Aug. 15, 1986

Vol. 87, No. 31 • 8 pages University Park, Pa. 16802
Published by students of The Pennsylvania State University
©1986 Collegian Inc.

U.S. Postage
PAID
St. College, PA
Permit #10

100th year is under way

Welcome to the Alumni Edition of *The Daily Collegian*. April 18, 1986, marked the beginning of the 100th year of continuous publication of a student newspaper at Penn State.

Collegian is striving to make 1987, the anniversary year, a successful celebration of Collegian history and a sendoff to a bright future of student journalism.

Within this issue you will find tentative preregistration information for the 1987 anniversary celebration weekend and information about Collegian's 1986 reunion weekend, which was held April 18 through 20.

If you attended the 1986 reunion weekend, you know Collegian is well on its way to planning a major anniversary celebration. But we need your help to carry it off. If you know of people connected with Collegian who might be interested in participating in the 100th anniversary celebration, please relay information to them and please send us their names and addresses if you have them. We need your ideas and your support to make the coming year a success — a reflection of all the successful years you helped make possible.

Let us hear from you!



Meeting sparks ideas for exciting year

'Make it big' was the consensus at a work session April 19 about handling Collegian's 100th anniversary celebration.

Reunion participants had different ideas about how to make it big, but they had the same idea about one thing: Present and past Collegianaires have a lot to be proud of, no matter what form the paper was in when they were staffers, and they should make major note of the student newspaper's 100th anniversary.

The work session was held as a brainstorming meeting on which the coming year's celebration could be based.

Alumni proved to be excellent brainstormers, as many, many ideas were tossed around at the meeting. The high number of suggestions prompted Collegian management to distribute surveys among alumni to determine if the ideas could be consolidated.

We gathered comments from the surveys, and they follow, edited for clarity. They are presented to spark more ideas on your part, which Collegian looks forward to hearing.

- A panel debate featuring two illustrious Collegian alumni — Kay Mills, *Los Angeles Times*, and Dick Drayne, formerly Ted Kennedy's press secretary.

- More get-togethers, cocktail parties — it's easier to mingle at those than sit-down dinners!

- Meetings with current Collegian staff members.

- Put up a bulletin board for business cards.

- A seminar with Bill Ulerich, newspaper publisher and former University Board of Trustees member, as a panel member.

- A prestige speaker of national stature, whether a Collegian alum or not, for a keynote address.

- Alumni seminars on specific subjects (newspapers, photo, magazines, advertising, sports, public relations...)

- Have University give proper recognition to Collegian and assist in locating Collegian alumni, through news releases (advance publicity) and Alumni Association. Have Penn State publications help find prominent alumni.

- Seminars in specialized subjects, such as science or politics.

- Check Collegian staff members who might be listed in *Who's Who*.

- Have meals on campus, at the Nittany Lion Inn or at the HUB. Have an open bar.

- Put together a videotape, a day in the life of Collegian. Give out awards for various honors.

- Institute an alumni recognition program.

- Publish brief profiles of former Collegianaires in *The Daily Collegian*.

- Improve Collegian's facilities. Present facilities are dingy and depressing!

- Get other Penn State graduates (besides Collegianaires) as seminar leaders.

- Invite University President Bryce Jordan as a guest.

- Hold campus tours and tours of Carnegie Building.

- Hold a joint banquet and staff party.

- Invite back journalists who got things started with *The Daily Collegian*... there are many.

- Invite the person who wrote the history of Penn State and have him speak on role of Collegian in Penn State history.

- Make luncheon focal point of Saturday of weekend; limit business meeting to a half hour.

- Start a fund to endow a Collegian chair in the new School of Communications for a visiting professorship filled by a Collegian staff member who is working in journalism.

- Make lists of Penn State Pulitzer Prize winners; Collegianaires who teach in journalism.

- Find out and present details about a 1970 Collegian editor who was deposed by faculty; Collegian's role during Vietnam activism.

- Find one person on each state daily newspaper to make sure notice of reunion is posted and graduates know about what is happening. Also, *N.Y. Times* and *Washington Post* and wire services.

- Seminar along the lines of "Women in Journalism: background, particular problems and obstacles and outlook for the future."

- Have a discussion of people who started out on newspapers, radio, TV and if they did or did not continue careers in journalism and why, what factors influenced their decisions. And whether the fact that they were male or female influenced their decisions.

Other ideas discussed at the planning meeting included:

- Ask The Associated Press or a newspaper to act as a sponsor to allow Collegian to pay for a big-name speaker.

- Appoint a committee to organize the seminars, chosen from alumni volunteers.

- Reproduce front pages and bind them, for sale to alumni.

- Make up a list of Collegian firsts.

- Arrange a tribute to the late Lou Bell, a University professor who was helpful to many Collegianaires of his time.

- Include information about the celebration in *The Weekly Collegian*.

- Take out classified advertisements in *Editor and Publisher* to find out how many Collegianaires are at various news media organizations and to further circulate surveys for celebration ideas.

- Explore topics that encompass different eras; themes that were major trends during certain eras.

- Hold a Saturday morning reception at Carnegie Building every Homecoming weekend.

- Plan to hold a major reunion in 1990 to celebrate the 50th anniversary of Collegian Inc. and 50 years of publication as a daily.

For tentative plans for 1987, based on the suggestions, turn to Page 3.

Reunion starts celebration

Collegian kicked off its 100th year April 18 with a weekend of activity for alumni and friends. For those of you who couldn't be with us, here's what you missed:

- A reception at the Holiday Inn was held April 18 for people who got into town that night.

- A tour of Collegian offices in Carnegie Building Saturday morning, April 19, was conducted by Collegian General Manager Gerry Lynn Hamilton.

- A luncheon at the Holiday Inn, Atherton Street, was capped off by a

work session, where alumni got down to the nuts and bolts of what how they wanted to celebrate Collegian's 100th anniversary.

- A reception Saturday night gave attendees a chance to mingle with new and old acquaintances.

- A Sunday brunch at the Holiday Inn was a chance for a farewell until next April.

Members of the student and professional staffs of Collegian attended the functions and the Alumni Association proved an invaluable aid in making the weekend a success. For a better idea of what went on, turn to Page 2.

Students maintain traditions

Students have maintained Collegian's tradition of excellence and are striving to pass that tradition to future generations. Collegian student executives Anita Huslin and William G. Landis Jr. told a reunion luncheon audience April 19.

The two students spoke at the Holiday Inn, where alumni and friends of Collegian had gathered for lunch and a work session to pin down ideas about Collegian's 100th anniversary.

Huslin characterized the Collegian experience as one of teamwork, professionalism, self-awareness, social consciousness and responsibility.

In other words, she said, "A learning experience."

"From its beginning 100 years ago as *The Free Lance*, the student newspaper of Penn State has been nothing if not an exercise in self-education."

"And those of us who have worked during the various stages of what is now known as *The Daily Collegian* — whether it was in the '80s, the '70s, the '60s, the '50s, the '40s, the '30s or even the 1920s — know how valuable that self-education has proved to be," Huslin said.

"There is no better way to learn than by actually doing," she said.

Landis stressed that learning takes place in all departments at Collegian.



Anita C. Huslin



William G. Landis, Jr.

ings about the role of students at Collegian:

"We have a policy that says those students who are on the *Collegian* staff today are not the masters or the creators of the organization. Rather, they are caretakers or trustees. They have a responsibility to make a contribution to Collegian's tradition and to maintain the organization for those students who will follow."

Huslin said of the commitment of Collegian alumni and present student staffs, "That sort of commitment and caring is what has brought all of us together this weekend. And that's what will bring all of us back 100 years from now."

As for Collegian's evolution from *The Free Lance* to its present form, former Editor Gail Johnson and former Business Manager Karen Jaret told the audience they dug through old issues and discovered some amusing twists.

For example, one issue informed readers that the editors were sorry the paper did not come out by its proposed publication deadline. Browsing through early issues also showed product prices and priorities of readers changing over the years.

The results of the research by Johnson and Jaret can be seen on pages 4, 5 and 7, in a section lifted from the April 19, 1986, issue of *The Daily Collegian*.

Collegian Photo / Amy Norris